



WASHINGTON COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	135,552	137,088	138,451	1.0%	5
Total Non-Ag Employment	51,485	46,995	45,789	-2.6%	6
Non-Ag Avg Monthly Wage	\$2,424	\$2,449	\$2,458	0.4%	19
Per Capita Income	\$26,964	\$26,147	n/a	n/a	n/a
Unemployment Rate*	4.9%	9.5%	9.1%	-4.2%	6
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$404,075,506	\$362,221,664	\$386,322,370	6.7%	6
Travel & Tourism Related Employment	7,987	6,987	7,273	4.1%	6
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$21,456,087	\$18,982,360	\$20,204,929	6.4%	6
Transient Room Tax	\$2,724,070	\$2,890,287	\$3,394,176	17.4%	3
Restaurant Tax	\$1,766,270	\$1,579,208	\$1,738,879	10.1%	5
Car Rental Tax	\$291,619	\$246,867	\$262,738	6.4%	5
Retail Sales					
Gross Taxable Retail Sales	\$2,267,529,482	\$2,344,663,894	\$2,009,882,778	-14.3%	5
REGIONAL VISITATION COUNTS					
St. George Welcome Center	53,714	53,115	59,577	12.2%	
Zion N.P.	2,657,213	2,735,396	2,666,021	-2.5%	
Bryce Canyon N.P.	1,043,321	1,216,376	1,285,490	5.7%	
Quail Creek S.P.	95,239	97,110	101,967	5.0%	
Cedar Breaks N.M.	642,177	492,350	525,829	6.8%	
Grand Staircase-Escalante N.M.	711,310	722,431	700,000	-3.1%	
Snow Canyon S.P.	299,233	308,126	321,752	4.4%	
Coral Pink Sand Dunes S.P.	62,741	58,943	56,939	-3.4%	
Gunlock S.P.	51,915	41,225	60,189	46.0%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	1,554,104	100.0%
Federal Government	1,161,710	74.8%
BLM	635,172	40.9%
US Forest Service	394,568	25.4%
National Park Service	131,970	8.5%
National Wildlife Service	--	--
Other •	--	--
State Government	88,738	5.7%
Utah State Parks & Recreation	8,072	0.5%
Utah State Wildlife Reserves	848	0.1%
State Trust Lands	79,815	5.1%
Other ••	3	0.0%
American Indian	28,183	1.8%
Private*	275,786	17.7%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2010



